

**MINUTES OF THE METROPOLITAN ENTERTAINMENT & CONVENTION  
AUTHORITY BOARD OF DIRECTORS MEETING – JULY 28, 2015**

A meeting of the Board of Directors of the Metropolitan Entertainment & Convention Authority (“MECA”), a Nebraska nonprofit corporation, was called to order by Chairman Dana Bradford at 10:00 a.m. on July 28, 2015, in the MECA Board Room at CenturyLink Center Omaha, 455 N. 10<sup>th</sup> Street, Omaha, Nebraska.

**Roll Call:**

Present: Chairman Dana Bradford, Ms. Diane Duren, Mr. Jay Noddle, Mr. Willy Theisen, and Ms. Dana Washington.

**Proof of Publication:**

Notice of the meeting was published in *The Daily Record* on July 21, 2015, and in the *Omaha World-Herald* on July 21, 2015.

A copy of the Open Meetings Law was posted on the table near the side entrance to the MECA Board Room.

**Approval of Minutes:**

Ms. Duren moved for approval of the minutes of the June 25, 2015, MECA Board Meeting, seconded by Mr. Theisen.

Motion carried: 5-0.

**President/CEO Report:**

Mr. Roger Dixon began by introducing the new Executive Director of the Omaha Convention & Visitors Bureau (OCVB), Mr. Keith Backsen, formerly of Spokane, WA. The Board welcomed Mr. Backsen to Omaha.

Mr. Dixon also announced that Levy’s Chef Tom Elder has submitted his resignation effective July 31 and will returning to Chicago to be with his family. Although Levy has begun the process to find a new chef, there is depth within the ranks of their culinary staff with executive food chefs Mr. Tyler Humphrey and Mr. Al Martinez. Mr. Martinez will now focus more on operations, with Mr. Humphrey focusing on the construction of menus and food tastings. Both chefs will share duties in over-seeing the staff.

**Other Business:**

**Convention Center Sales & Marketing Update**

Ms. Denise Niebrugge announced there are currently 125 events on the books utilizing 236 event days for this fiscal year beginning July 1, 2015. Since the June 25, 2015, Board Meeting, 9 events have been added with 17 event days and over 6,000 hotel rooms booked. In addition, 12 license agreements have been signed.

Ms. Niebrugge stated that she will be traveling to San Francisco this week to attend the Meeting Professional International convention. Ms. Gillian Austin and Mr. Mark Rath, OCVB, will be joining her to attend this conference. Ms. Niebrugge's team will have an opportunity to meet with approximately 25 meeting planners, giving them about 15 minutes of one-on-one time for each appointment to showcase Omaha. This will be a great networking conference.

Next Ms. Niebrugge will be traveling to Detroit for the American Society of Association Executives. This conference will have over 5,000 attendees that are a mixture of meeting planners and CEOs. The OCVB has prepared a very interesting high-tech goggle gadget to promote Omaha. These "goggles" will magically transport the user to some of Omaha's best attractions including the CenturyLink Center Omaha, the Old Market entertainment district, the Heartland Park of America with gondola rides and the fountain, the Henry Doorly Zoo's desert dome and the Bob Kerry Pedestrian Bridge. The attendees will also be encouraged to register for a big prize giveaway. Approximately a month following the convention, they will receive a cardboard goggle with an app to download and share with their colleagues about Omaha.

### **Corporate Sales and Marketing Update**

Mr. Tom O'Gorman stated his team has been diligently focusing on the contracts and renewal process for club seats and sponsorship for CenturyLink Center Omaha (CLCO) and TD Ameritrade Park Omaha (TDAPO). About one-third of the premium seat inventory will be up for renewal this year at TDAPO. Discussions with the National Collegiate Athletic Association (NCAA) have concluded, and the information needs to be distributed to the clients during this renewal process. One advertiser was lost, but will already be replaced at the conclusion of today's meeting. There were also three clients who chose not to renew, but Mr. O'Gorman feels there will be no problem finding replacements.

Currently on sale are the Lady Antebellum, Aksarben Stock Show and Rodeo (formerly River City Rodeo), Janet Jackson, Elton John, two Taylor Swift shows and the NCAA Women's National Volleyball Championship.

### **Operations and Technology Update**

Mr. Kevin Raymond was pleased to announce the facility and staff received very positive comments from the FIVB Women's Volleyball World Grand Prix Finals. In particular, they were very pleased with the IT services in regards to wi-fi services and requested a high-level blueprint of our facility for them to use as a template moving forward to replicate the same type of service.

The main emphasis for June, July and August will be the completion of projects. The Operations Division is taking a different, more realistic approach in not only identifying projects, but also in scheduling and implementing them. As you will see today and following in the next few months, more projects will be brought for approval. Mr. Raymond expects this will taper off this winter and pick up again in the spring.

### **Levy Restaurants Update**

Mr. Brad Howard announced that he is temporarily taking the place of Ms. Chris VanDorn who is currently out of the office on maternity leave.

For the second year in a row, Levy will be submitting some intriguing food creations for the Salvation Army's BaconFest Omaha on August 9. Interesting combinations of bacon enhanced foods are being

developed for the sweet and savory categories. Last year Levy won the People's Choice award and hope to win the top prize this year.

### **Public Relations Update**

Ms. Kristi Andersen reported that there was excellent media coverage for the FIVB Women's Volleyball World Grand Prix Finals from a publicity standpoint. The week opened with an opportunity for local media to talk with Team USA. This drew a lot of interest because of the three former Nebraska Cornhusker players on the team. Coverage for this event was also picked up nationally and internationally. Mr. Ary S. Graca, President of FIVB, offered many compliments in an article regarding their recent event saying how impressed they were with the venue, the City of Omaha and the Omaha Sports Commission. Mr. Rich Kaipust, a sports writer, published a similar article in the Omaha World-Herald.

Ms. Andersen distributed a publicity report to the Board which outlined media coverage for CLCO during the 2<sup>nd</sup> quarter of the year. The program that monitors upwards of 300,000 media outlets is provided to us by the OCVB and does not include any local sources. In that report, CLCO is mentioned in over 2,400 articles which is valued at approximately \$3,000,000 in advertising dollars. Ms. Andersen noted that most of the coverage was at the end of June. There was good coverage for the Antiques Road Show and 2016 Olympic Swim Trials ticket sales. There were over 47,000 articles alone on just the FIVB Women's Volleyball World Grand Prix Finals. In those articles, CLCO was mentioned nearly 4,000 times which is great name recognition.

### **Committee Updates:**

#### **Internal Governance Committee**

Ms. Diane Duren reported the Internal Governance Committee members met on Friday, July 24, via telephone conference. In attendance were Mr. Bradford; Mr. Stephen Curtiss, City of Omaha Finance Director; Ms. Duren; Mr. Robert Freeman; and Ms. Lea French. The Committee conducted a review of MECA's 2<sup>nd</sup> Quarter 2015 Investment Summary. The summary was found to be reasonable and consistent with policy. The Committee decided to conduct a full review of the policy and investment strategy during the 4<sup>th</sup> quarter of 2015. The services of an investment advisor from Wells Fargo will be consulted as the review is conducted. The fiscal year 2014-2015 financial statements were not finalized as of the last meeting; however, they will be reviewed at the August 19 Internal Governance Committee meeting. The fiscal year 2015-2016 budget has been submitted to the Committee and also to the Board of Directors. The Committee has reviewed the budget and found it to be reasonable and consistent with the prior year. Finally, the employee gift log for March-June 2015 was reviewed to ensure compliance with the Code of Business Conduct and Ethics Policy. No exceptions or unusual items were noted.

#### **Real Estate Committee**

Chairman Bradford noted that construction has begun on the Marriott, with Shamrock Development utilizing Lot E for their office site. The Committee is continuing to look at parking option for next year's CWS and the Olympic Swim Trials.

#### **Contract Approvals:**

Chairman Bradford indicated there are eight approvals today.

## CLCO

Chairman Bradford read the following resolutions:

### LaRue Coffee & Roasterie Agreement

**RESOLVED**, that the Advertising/Sponsorship Agreement between MECA and LaRue Coffee & Roasterie, as more fully described on the attached summary, is hereby approved, and Roger Dixon as President/CEO is authorized on behalf of MECA to execute the Advertising/Sponsorship Agreement following its finalization in a form reasonably approved by counsel.

Chairman Bradford invited public and Board comment and asked for a motion.

Moved by Ms. Duren, seconded by Mr. Theisen.

Motion carried: 5-0.

### Van Wagner Sports and Entertainment, LLC Agreement

**RESOLVED**, that the Agreement between MECA and Van Wagner Sports and Entertainment, LLC for professional consultation services to assess the fair market value of the naming rights for CenturyLink Center Omaha, as more fully described on the attached summary, is hereby approved, and Roger Dixon as President/CEO is authorized on behalf of MECA to execute the Agreement following its finalization in a form reasonably approved by counsel.

Chairman Bradford invited public and Board comment and asked for a motion. Board discussion was had regarding renewal timetables and valuation issues.

Moved by Mr. Noddle, seconded by Ms. Duren.

Motion carried: 5-0.

### D&D Communications Agreement

**RESOLVED**, that the Agreement between MECA and D&D Communications, a Division of First Wireless, Inc., for the purchase of two-way radios, batteries and ear pieces for CenturyLink Center Omaha, as more fully described on the attached summary, is hereby approved, and Roger Dixon as President/CEO is authorized on behalf of MECA to execute the Agreement following its finalization in a form reasonably approved by counsel.

Chairman Bradford invited public and Board comment and asked for a motion.

Moved by Ms. Duren, seconded by Ms. Washington.

Motion carried: 5-0.

### Commonwealth Electric of the Midwest Agreement

**RESOLVED**, that the Agreement between MECA and Commonwealth Electric of the Midwest to provide labor, equipment and materials to complete four wiring projects at CenturyLink Center Omaha,

as more fully described on the attached summary, is hereby approved, and Roger Dixon as President/CEO is authorized on behalf of MECA to execute the Agreement following its finalization in a form reasonably approved by counsel.

Chairman Bradford invited public and Board comment and asked for a motion.

Moved by Mr. Theisen, seconded by Ms. Duren.

Motion carried: 5-0.

#### The Waldinger Corporation Agreement

**RESOLVED**, that the Agreement between MECA and The Waldinger Corporation to provide labor, equipment and materials to repair the roof at CenturyLink Center Omaha, as more fully described on the attached summary, is hereby approved, and Roger Dixon as President/CEO is authorized on behalf of MECA to execute the Agreement following its finalization in a form reasonably approved by counsel.

Chairman Bradford invited public and Board comment and asked for a motion.

Moved by Ms. Washington, seconded by Mr. Theisen.

Motion carried: 5-0.

#### Doll Construction LLC Agreement

**RESOLVED**, that the Agreement between MECA and Doll Construction LLC, to provide all labor, equipment and materials to repair the concrete staircase on the east side of CenturyLink Center Omaha, north of the parking garage, as more fully described on the attached summary, is hereby approved, and Roger Dixon as President/CEO is authorized on behalf of MECA to execute the Agreement following its finalization in a form reasonably approved by counsel.

Chairman Bradford invited public and Board comment and asked for a motion.

Moved by Ms. Duren, seconded by Mr. Theisen.

Motion carried: 5-0.

#### Miller Electric Company Agreement

**RESOLVED**, that the Agreement between MECA and Miller Electric Company to replace the linear accent lights and light control system on the exterior of CenturyLink Center Omaha, as more fully described on the attached summary, is hereby approved, and Roger Dixon as President/CEO is authorized on behalf of MECA to execute the Agreement following its finalization in a form reasonably approved by counsel.

Chairman Bradford invited public and Board comment and asked for a motion. The Board discussed issues related to the number of bidders; warranties; the 'look' of the Building and the ability of these lights to change colors.

Moved by Mr. Noddle, seconded by Ms. Duren  
Motion carried: 5-0.

Voss Electric Company Agreement

**RESOLVED**, that the Agreement between MECA and Voss Electric Company d/b/a Voss Lighting to purchase approximately 55 light fixtures and a controller for CenturyLink Center Omaha, as more fully described on the attached summary, is hereby approved, and Roger Dixon as President/CEO is authorized on behalf of MECA to execute the Agreement following its finalization in a form reasonably approved by counsel.

Chairman Bradford invited public and Board comment and asked for a motion.

Moved by Mr. Noddle, seconded by Ms. Duren.

Motion carried: 5-0.

**Next Board Meeting**

The next MECA Board of Directors Meeting is scheduled for Tuesday, August 25, 2015, at 10:00 a.m. in the MECA Board Room.

**Executive Session**

Chairman Bradford stated the time of 10:30 a.m. and invited a Motion to enter into closed Executive Session for purposes of discussing personnel, real estate and potential claims matters.

A Motion to go into Executive Session for these specified purposes was made by Mr. Theisen, seconded by Ms. Duren.

Motion carried: 5-0.

**Adjournment**

At 11:57 a.m. a Motion was made to come out of Executive Session and to adjourn, made by Ms. Duren, seconded by Mr. Noddle.

Motion carried: 5-0

Adjournment (11:57 a.m.)